



## Dairy Market News Branch

**Agricultural  
Marketing  
Service**

# National Dairy Retail Report

Websites: <http://www.marketnews.usda.gov/portal/da> and <http://www.ams.usda.gov/mnreports/dybretail.pdf>

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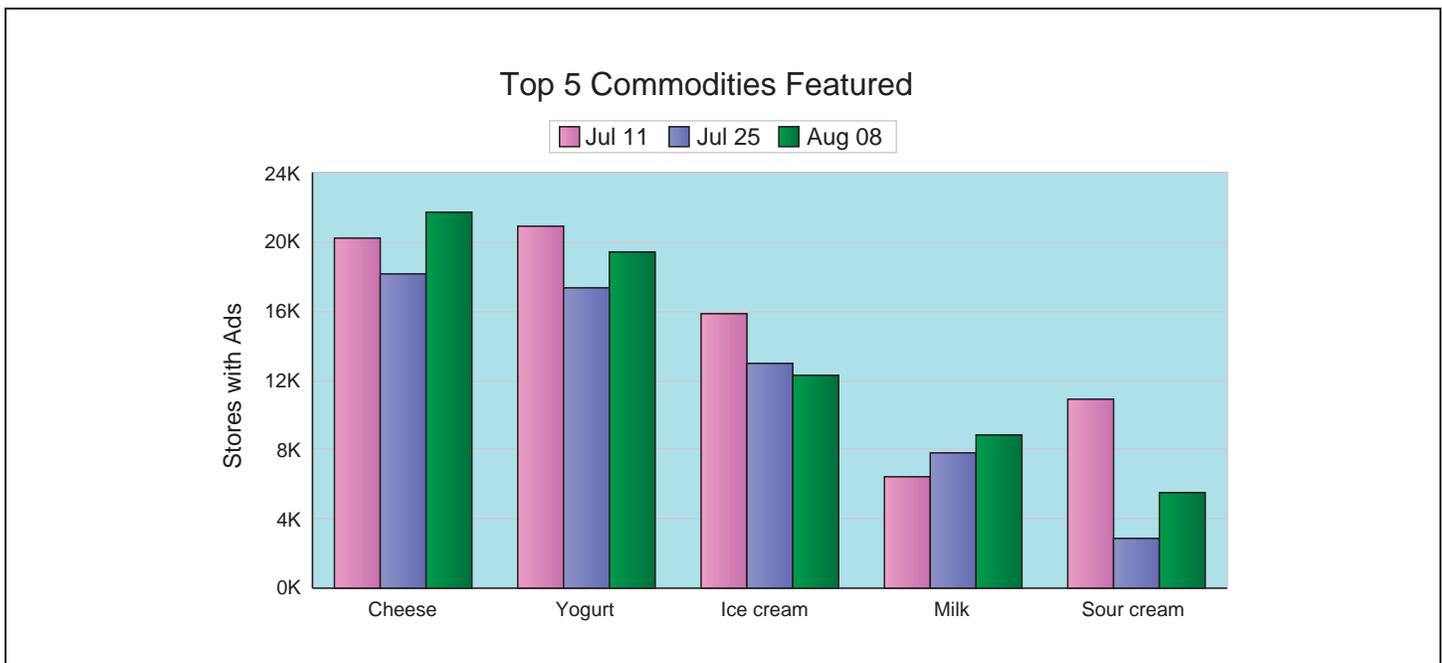
### Advertised Prices for Dairy Products at Major Retail Supermarket Outlets 07/28 to 08/08

Cheese shreds in 8-ounce packs were the most featured cheese item this period, appearing in 9,591 ad features. The national price averaged \$2.61, up 28 cents from two weeks ago. Eight ounce blocks, at \$2.56, moved 1 cent lower from two weeks ago.

Greek yogurt in 4-6 ounce packs, featured in 11,714 ads, averaged \$1.01, up 2 cents from two weeks ago. Regular yogurt in 4-6 ounce packs averaged 49 cents, up 1 cent from two weeks ago. The national weighted average butter price registered \$3.36 for 1# packages, a 13 cent decrease from two weeks ago, but 45 cents higher than a year ago.

Ice cream features were the highest for all dairy products this period, appearing in 12,258 ads. The national average for 48-64 oz. containers was \$3.00, down 17 cents from two weeks ago, but 11 cents higher than a year ago.

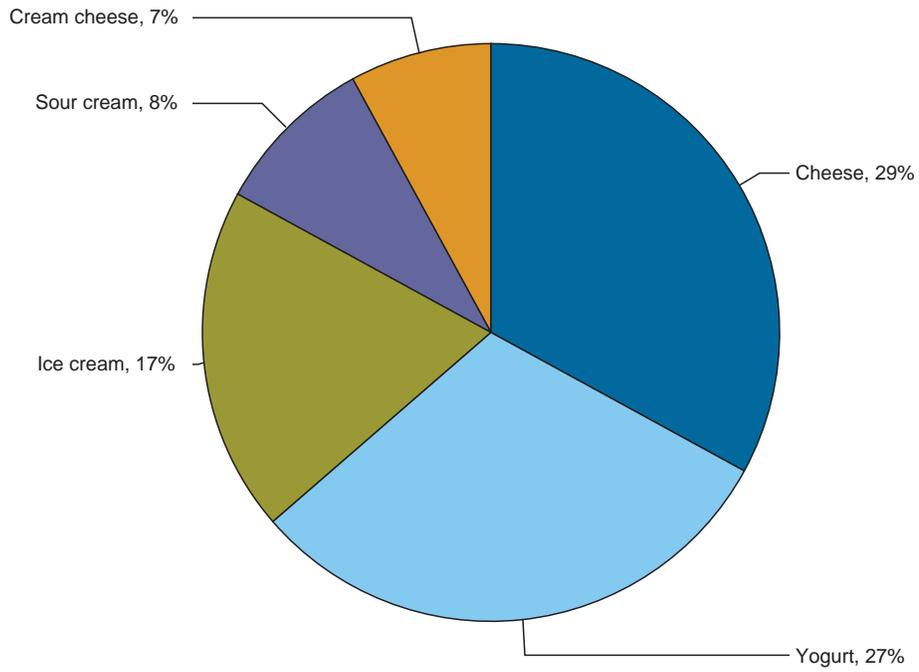
The national weighted average conventional milk price for half gallons, \$1.99, is 37 cents lower from two weeks ago. Organic half-gallon milk, at \$3.54, is 24 cents higher from two weeks ago. The organic-conventional half-gallon price spread is \$1.55, compared to 94 cents two weeks ago.



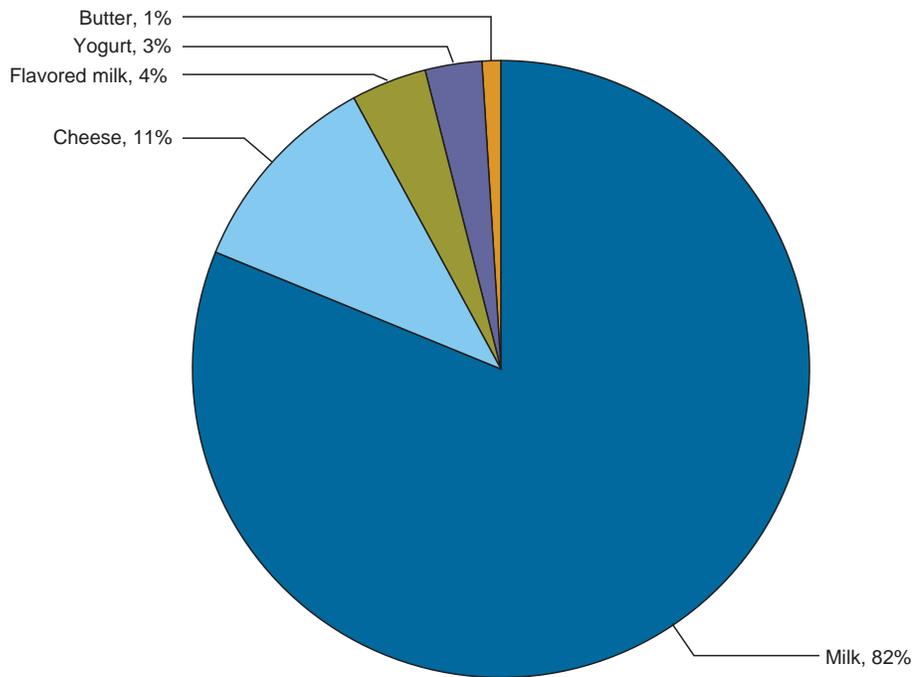
1 -- Dairy Market News surveys nearly 100 retailers, comprising over 14,000 individual stores, with online weekly advertised features.

2 -- Date range reflects two-week period, however only one data collection per retailer is made during the period.

### Top 5 Percentage of Total Conventional Ads



### Top 5 Percentage of Total Organic Ads





### NATIONAL -- CONVENTIONAL DAIRY PRODUCTS

| Commodity      | Type              | Pack Size   | THIS PERIOD     |               | TWO WEEKS AGO   |               | LAST YEAR       |               |
|----------------|-------------------|-------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|
|                |                   |             | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price |
| Butter         |                   | 1 #         | 2604            | 3.36          | 3076            | 3.49          | 1821            | 2.91          |
| Cheese         | Natural Varieties | 8 oz block  | 8609            | 2.56          | 4905            | 2.57          | 9235            | 2.43          |
| Cheese         | Natural Varieties | 1 # block   | 858             | 4.30          | 1895            | 4.40          | 1469            | 4.32          |
| Cheese         | Natural Varieties | 2 # block   | 370             | 6.79          | 116             | 4.99          | 432             | 5.94          |
| Cheese         | Natural Varieties | 8 oz shred  | 9591            | 2.61          | 10672           | 2.33          | 12755           | 2.36          |
| Cheese         | Natural Varieties | 1 # shred   | 1442            | 3.90          | 588             | 4.63          | 472             | 4.18          |
| Cottage cheese |                   | 16 oz       | 1810            | 2.05          | 2417            | 2.20          | 1367            | 2.26          |
| Cream cheese   |                   | 8 oz        | 5191            | 1.79          | 7142            | 1.74          | 4109            | 1.71          |
| Flavored milk  | All fat tests     | half gallon | 323             | 1.79          | 520             | 2.84          | 568             | 2.78          |
| Flavored milk  | All fat tests     | gallon      | 321             | 4.74          | 144             | 4.21          | 345             | 4.35          |
| Ice cream      |                   | 48-64oz     | 12258           | 3.00          | 12949           | 3.17          | 11387           | 2.89          |
| Milk           | All fat tests     | half gallon | 128             | 1.99          | 533             | 2.36          | 934             | 1.87          |
| Milk           | All fat tests     | gallon      | 2712            | 3.06          | 3008            | 3.04          | 2878            | 2.68          |
| Sour cream     |                   | 16 oz       | 5489            | 1.86          | 2886            | 1.78          | 6195            | 1.67          |
| Yogurt         | Greek             | 4-6 oz      | 11714           | 1.01          | 10523           | .99           | 10992           | 1.00          |
| Yogurt         | Greek             | 32 oz       | 1279            | 4.70          | 461             | 4.15          | 1903            | 3.20          |
| Yogurt         | Yogurt            | 4-6 oz      | 5260            | .49           | 4415            | .48           | 4711            | .51           |
| Yogurt         | Yogurt            | 32 oz       | 976             | 2.18          | 427             | 2.84          | 565             | 2.07          |

### REGIONAL -- CONVENTIONAL DAIRY PRODUCTS

| Commodity      | Type              | Pack Size   | NORTHEAST U.S. |                 |               | SOUTHEAST U.S. |                 |               | MIDWEST U.S. |                 |               |
|----------------|-------------------|-------------|----------------|-----------------|---------------|----------------|-----------------|---------------|--------------|-----------------|---------------|
|                |                   |             | Price Range    | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price | Price Range  | Stores with Ads | Wtd Avg Price |
| Butter         |                   | 1 #         | 2.99-4.49      | 667             | 3.85          | 3.00           | 1023            | 3.00          | 2.98-3.00    | 368             | 2.99          |
| Cheese         | Natural Varieties | 8 oz block  | 1.99-3.99      | 2940            | 2.74          | 2.00-2.99      | 1420            | 2.50          | 1.66-3.00    | 1718            | 2.22          |
| Cheese         | Natural Varieties | 1 # block   |                |                 |               | 3.50           | 126             | 3.50          |              |                 |               |
| Cheese         | Natural Varieties | 2 # block   | 4.99           | 56              | 4.99          |                |                 |               |              |                 |               |
| Cheese         | Natural Varieties | 8 oz shred  | 1.87-3.79      | 2525            | 2.52          | 1.99-2.89      | 3044            | 2.59          | 1.66-2.50    | 472             | 2.14          |
| Cheese         | Natural Varieties | 1 # shred   |                |                 |               | 3.50           | 237             | 3.50          | 4.99-5.49    | 274             | 5.31          |
| Cottage cheese |                   | 16 oz       | 1.99-3.00      | 643             | 2.51          | 2.50           | 124             | 2.50          | 1.50-2.49    | 664             | 1.73          |
| Cream cheese   |                   | 8 oz        | 1.39-2.99      | 1092            | 1.82          | 1.50-2.50      | 1348            | 2.08          | 1.29-2.50    | 1053            | 1.73          |
| Flavored milk  | All fat tests     | half gallon |                |                 |               | 2.50           | 53              | 2.50          | 0.99-2.00    | 270             | 1.65          |
| Flavored milk  | All fat tests     | gallon      |                |                 |               |                |                 |               | 2.99-5.29    | 271             | 4.70          |
| Ice cream      |                   | 48-64oz     | 1.88-4.19      | 3250            | 2.83          | 2.50-3.99      | 1552            | 2.99          | 2.29-4.44    | 1837            | 2.87          |
| Milk           | All fat tests     | half gallon | 1.99           | 128             | 1.99          |                |                 |               |              |                 |               |
| Milk           | All fat tests     | gallon      | 2.99-4.99      | 404             | 3.79          | 3.27-3.69      | 165             | 3.42          | 2.49-2.99    | 614             | 2.77          |
| Sour cream     |                   | 16 oz       | 1.39-3.49      | 1885            | 2.10          | 1.50-2.00      | 756             | 1.69          | 1.29-2.00    | 214             | 1.69          |
| Yogurt         | Greek             | 4-6 oz      | 0.79-1.33      | 3922            | 1.06          | 0.80-1.00      | 2651            | .98           | 0.88-1.00    | 2043            | .97           |
| Yogurt         | Greek             | 32 oz       |                |                 |               | 4.99           | 1023            | 4.99          | 3.99         | 176             | 3.99          |

Wtd Avg - Simple weighted average



| Commodity | Type   | Pack Size | NORTHEAST U.S. |                 |               | SOUTHEAST U.S. |                 |               | MIDWEST U.S. |                 |               |
|-----------|--------|-----------|----------------|-----------------|---------------|----------------|-----------------|---------------|--------------|-----------------|---------------|
|           |        |           | Price Range    | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price | Price Range  | Stores with Ads | Wtd Avg Price |
| Yogurt    | Yogurt | 4-6 oz    | 0.44-0.60      | 1275            | .50           | 0.50-0.60      | 1304            | .51           | 0.29-0.50    | 357             | .36           |
| Yogurt    | Yogurt | 32 oz     | 1.99-2.50      | 353             | 2.16          | 2.00           | 279             | 2.00          | 2.00         | 63              | 2.00          |

| Commodity      | Type              | Pack Size  | SOUTH CENTRAL U.S. |                 |               | SOUTHWEST U.S. |                 |               | NORTHWEST U.S. |                 |               |
|----------------|-------------------|------------|--------------------|-----------------|---------------|----------------|-----------------|---------------|----------------|-----------------|---------------|
|                |                   |            | Price Range        | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price |
| Butter         |                   | 1 #        | 2.99               | 52              | 2.99          | 3.29-3.99      | 192             | 3.76          | 3.50-3.99      | 302             | 3.78          |
| Cheese         | Natural Varieties | 8 oz block | 2.00-2.99          | 804             | 2.47          | 2.50-2.99      | 1349            | 2.69          | 1.99-2.99      | 378             | 2.78          |
| Cheese         | Natural Varieties | 1 # block  |                    |                 |               | 3.50-4.99      | 652             | 4.56          | 3.50           | 80              | 3.50          |
| Cheese         | Natural Varieties | 2 # block  |                    |                 |               | 5.99-7.99      | 314             | 7.11          |                |                 |               |
| Cheese         | Natural Varieties | 8 oz shred | 1.99-2.50          | 663             | 2.21          | 1.99-3.79      | 2093            | 2.85          | 1.99-3.79      | 794             | 2.93          |
| Cheese         | Natural Varieties | 1 # shred  | 2.99-3.99          | 578             | 3.58          | 3.50-3.99      | 273             | 3.61          | 3.50           | 80              | 3.50          |
| Cottage cheese |                   | 16 oz      |                    |                 |               | 1.49-1.99      | 329             | 1.57          | 2.39           | 50              | 2.39          |
| Cream cheese   |                   | 8 oz       | 1.50-2.50          | 547             | 1.77          | 0.99-1.50      | 671             | 1.29          | 0.99-1.99      | 480             | 1.74          |
| Flavored milk  | All fat tests     | gallon     |                    |                 |               |                |                 |               | 4.99           | 50              | 4.99          |
| Ice cream      |                   | 48-64oz    | 2.50-4.99          | 1292            | 3.67          | 2.50-4.88      | 3117            | 3.14          | 0.99-3.99      | 1210            | 2.64          |
| Milk           | All fat tests     | gallon     | 1.99-2.50          | 234             | 2.23          | 1.88-3.99      | 649             | 3.38          | 2.49-3.69      | 646             | 2.77          |
| Sour cream     |                   | 16 oz      | 1.50-2.29          | 321             | 1.71          | 1.49-1.99      | 1733            | 1.74          | 1.50-2.50      | 580             | 1.76          |
| Yogurt         | Greek             | 4-6 oz     | 1.00               | 921             | 1.00          | 0.75-1.00      | 1429            | .97           | 1.00-1.25      | 748             | 1.02          |
| Yogurt         | Greek             | 32 oz      |                    |                 |               |                |                 |               | 2.50           | 80              | 2.50          |
| Yogurt         | Yogurt            | 4-6 oz     | 0.50-0.60          | 715             | .51           | 0.50           | 911             | .50           | 0.40-0.50      | 698             | .48           |
| Yogurt         | Yogurt            | 32 oz      | 2.00               | 88              | 2.00          | 2.50           | 143             | 2.50          | 2.99           | 50              | 2.99          |

### NATIONAL -- ORGANIC DAIRY PRODUCTS

| Commodity     | Type              | Pack Size   | THIS PERIOD     |               | TWO WEEKS AGO   |               | LAST YEAR       |               |
|---------------|-------------------|-------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|
|               |                   |             | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price | Stores With Ads | Wtd Avg Price |
| Butter        |                   | 1 #         | 54              | 4.28          |                 |               | 1256            | 4.05          |
| Cheese        | Natural Varieties | 8 oz block  | 395             | 3.82          |                 |               |                 |               |
| Cheese        | Natural Varieties | 8 oz shred  | 395             | 3.17          |                 |               |                 |               |
| Cream cheese  |                   | 8 oz        |                 |               |                 |               | 56              | 2.50          |
| Flavored milk | All fat tests     | half gallon | 283             | 3.78          |                 |               |                 |               |
| Milk          | All fat tests     | half gallon | 4038            | 3.54          | 2400            | 3.30          | 2172            | 3.64          |
| Milk          | All fat tests     | gallon      |                 |               | 477             | 6.38          | 122             | 5.00          |
| Milk          | All fat tests     | 8 oz UHT    | 1914            | .85           | 1351            | 1.19          | 1164            | 1.00          |
| Yogurt        | Greek             | 4-6 oz      | 119             | 1.25          | 1542            | 1.13          | 373             | 1.18          |

Wtd Avg - Simple weighted average



|        |        |        |    |     |  |  |  |      |      |
|--------|--------|--------|----|-----|--|--|--|------|------|
| Yogurt | Yogurt | 4-6 oz | 71 | .89 |  |  |  | 1081 | .69  |
| Yogurt | Yogurt | 32 oz  |    |     |  |  |  | 493  | 3.12 |

### REGIONAL -- ORGANIC DAIRY PRODUCTS

| Commodity | Type              | Pack Size   | NORTHEAST U.S. |                 |               | SOUTHEAST U.S. |                 |               | MIDWEST U.S. |                 |               |
|-----------|-------------------|-------------|----------------|-----------------|---------------|----------------|-----------------|---------------|--------------|-----------------|---------------|
|           |                   |             | Price Range    | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price | Price Range  | Stores with Ads | Wtd Avg Price |
| Butter    |                   | 1 #         | 4.28           | 54              | 4.28          |                |                 |               |              |                 |               |
| Cheese    | Natural Varieties | 8 oz block  | 3.69           | 112             | 3.69          |                |                 |               |              |                 |               |
| Cheese    | Natural Varieties | 8 oz shred  | 3.69           | 112             | 3.69          |                |                 |               |              |                 |               |
| Milk      | All fat tests     | half gallon | 4.29           | 112             | 4.29          | 2.99-4.29      | 681             | 3.49          | 2.99-3.99    | 980             | 3.38          |
| Milk      | All fat tests     | 8 oz UHT    | 1.00           | 71              | 1.00          | 0.83           | 1149            | .83           | 0.83-1.00    | 318             | .94           |
| Yogurt    | Greek             | 4-6 oz      | 1.25           | 119             | 1.25          |                |                 |               |              |                 |               |
| Yogurt    | Yogurt            | 4-6 oz      | 0.89           | 71              | .89           |                |                 |               |              |                 |               |

| Commodity     | Type              | Pack Size   | SOUTH CENTRAL U.S. |                 |               | SOUTHWEST U.S. |                 |               | NORTHWEST U.S. |                 |               |
|---------------|-------------------|-------------|--------------------|-----------------|---------------|----------------|-----------------|---------------|----------------|-----------------|---------------|
|               |                   |             | Price Range        | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price | Price Range    | Stores with Ads | Wtd Avg Price |
| Cheese        | Natural Varieties | 8 oz block  | 3.87               | 283             | 3.87          |                |                 |               |                |                 |               |
| Cheese        | Natural Varieties | 8 oz shred  | 2.97               | 283             | 2.97          |                |                 |               |                |                 |               |
| Flavored milk | All fat tests     | half gallon | 3.78               | 283             | 3.78          |                |                 |               |                |                 |               |
| Milk          | All fat tests     | half gallon | 2.69-3.79          | 610             | 3.22          | 2.79-4.29      | 1277            | 3.77          | 2.99-3.79      | 378             | 3.62          |
| Milk          | All fat tests     | 8 oz UHT    | 0.83               | 376             | .83           |                |                 |               |                |                 |               |

Notice: Effective with Report 12, 2013, the tables breaking out information by national and store brands are no longer available.

#### REGIONAL DEFINITIONS

As used in this report, regions include the following states:

- NORTHEAST U.S. Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New jersey, New York, Pennsylvania, Rhode Island and Vermont
- SOUTHEAST U.S. Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia
- MIDWEST U.S. Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota and Wisconsin
- SOUTH CENTRAL U.S. Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas
- SOUTHWEST U.S. Arizona, California, Nevada and Utah
- NORTHWEST U.S. Idaho, Montana, Oregon, Washington, and Wyoming
- NATIONAL Continental United States

